

CLAIMS

1. A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:
- receiving bidding prices and tender conditions including keywords and
- 5 predetermined search list order display methods from network information providers, and making a successful bid for the keywords based on the tender conditions and the bidding prices, to sell the keywords associated with the predetermined search list order display methods through a tender;
- associating at least one portion of the search list orders with the keywords and
- 10 the predetermined search list order display methods, to maintain a database including a plurality of search list orders;
- receiving a search request from a searcher;
- identifying search list orders associated with keywords corresponding to the search request; and
- 15 arranging said at least one portion of the search list orders according to the predetermined search list order display methods when arranging the identified search list orders.
2. The method as claimed in claim 1, wherein the predetermined search list order
- 20 display methods are specified by a form of display and ranking of the search list orders.
3. The method as claimed in claim 1, wherein said at least one portion of the search list orders is randomly arranged in a placement zone specified by the search list order display method when arranging said at least one portion of the search list orders.
- 25 4. The method as claimed in claim 1, wherein predetermined keywords are sold during only a predetermined period of time through the tender.
5. The method as claimed in claim 1, wherein the step of selling the keywords
- 30 through the tender is individually performed for each of said at least one portion of the search list orders.

6. The method as claimed in claim 1, wherein remaining search list orders except said at least one portion of the search list orders are arranged independent of the predetermined search list order display method.
- 5 7. The method as claimed in claim 1, wherein the keywords sold through the tender are premium keywords determined by a predetermined criterion.
8. The method as claimed in claim 1, wherein the tender conditions selectively further include information on network information providers or a predetermined display period of time.
- 10 9. A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:  
maintaining a plurality of search list orders including URLs associated with  
15 network information providers;  
receiving keywords associated with the search list orders and bidding prices associated with the keywords from the network information providers;  
selecting a successful bidder among a plurality of network information providers associated with the keywords according to a predetermined criterion associated with the  
20 bidding prices after a tender period of time expires; and  
generating a search result list including at least a portion of the plurality of search list orders in response to the search request,  
wherein at least one portion of the plurality of search list orders is arranged in a predetermined search list order placement position.
- 25 10. The method as claimed in claim 9, wherein the search list order placement position is determined before the bidding prices are received from the network information providers.
- 30 11. The method as claimed in claim 10, further comprising the step of receiving information on a predetermined display period of time from the network information providers,

wherein when the network information providers are selected as a successful bidder, search list orders associated with the network information providers are arranged in the predetermined search list order placement position during the predetermined display period of time, and a position of the arranged search list orders is  
5 not changed.

12. The method as claimed in claim 9, wherein the step of selecting the successful bidder includes selecting a plurality of the network information providers as successful bidders,  
10 wherein said at least one portion of the search list orders is arranged according to rankings determined by the bidding prices of the successful bidders within a placement zone specified by the search list order display methods.

13. The method as claimed in claim 9, further comprising the steps of:  
15 offering instant purchase prices to network information providers; and  
instantly selecting the network information providers as successful bidders if the instant purchase prices are received as the bidding prices from network information providers.

14. The method as claimed in claim 13, wherein the instant purchase prices are  
20 determined in consideration of past successful bid prices of the keywords.

15. The method as claimed in claim 9, wherein the step of selecting the successful bidder further includes the step of regarding a successful bid as an unsuccessful bid in at  
25 least one of the followings:

- a case where a purchase rejection intention is received from the successful bidder,
- a case where the successful bidder does not purchase a successful bidden keyword within a predetermined period of time, and
- 30 a case where a purchase rejection intention is once again received after the predetermined period of time expires.

16. The method as claimed in claim 15, further comprising the step of reselling keywords if the successful bid is regarded as an unsuccessful bid,

wherein the step of reselling the keywords includes one of a first-come first-served system, a re-tender system and a next order bidding price selection system.

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17. The method as claimed in claim 9, wherein if a plurality of same bidding prices are received, the successful bidder is selected in consideration of at least one of a tender sequence, a display period of time, an actual advertisement use result, a credit of network information providers.

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18. The method as claimed in claim 9, further comprising the step of determining the lowest limit bidding price,

wherein the lowest limit bidding price is determined in consideration of at least one of a page view, a basic unit price and a weight.

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19. The method as claimed in claim 9, further comprising the step of opening the highest bidding price or a bidding price list.

20. The method as claimed in claim 19, wherein the highest bidding price or the bidding price list is not opened during a predetermined period of time before a tender period of time expires.

21. The method as claimed in claim 9, further comprising the step of offering keywords similar to keywords received from the network information providers to the network information providers.

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22. The method as claimed in claim 9, wherein the step of receiving the bidding prices includes the step of limiting the number of receipt of bidding prices from same network information providers to the predetermined number of times or demanding an additional price if bidding prices are received above the predetermined number of times.

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23. The method as claimed in claim 9, further comprising the step of offering a

result for the search request associated with the keywords to the successful bidder,  
wherein the result for the search request includes at least one of the number of  
exposures, the number of clicks and a click rate.

5 24. The method as claimed in claim 9, wherein the step of maintaining the plurality  
of search list orders includes the step of maintaining search list orders including URLs  
associated with network information providers and image files associated with the  
network information providers.

10 25. The method as claimed in claim 24, wherein at least one portion of the search  
list orders arranged in the predetermined search list order placement position is arranged  
with the image files included.

26. A method for generating a search result list in response to a search request input  
15 from a searcher through a communication network, comprising the steps of:  
receiving web page titles, web page descriptions, image files, keywords and  
bidding prices associated with web pages of the network information providers from  
network information providers;

generating search list orders in real time substantially by combining the web  
20 page titles, the web page descriptions and the image files, and offering the generated  
search list orders to the network information providers;

receiving confirmation inputs of the network information providers for the  
generated search list orders;

25 selecting a successful bidder among a plurality of network information providers  
associated with the keywords according to a predetermined criterion associated with the  
bidding prices;

associating the keywords with the search list orders;

receiving a search request from the searcher;

30 identifying search list orders associated with a keyword corresponding to the  
search request; and

offering the identified search list orders to the searcher by arranging the  
identified search list orders in a predetermined position of a search result web page.

27. The method as claimed in claim 26, further comprising the steps of:  
receiving a correction request for one or more of web page titles, web page  
descriptions and image files from the network information providers; and  
5 correcting the search list orders in real time substantially in response to the  
correction request and offering the corrected search list orders to the network  
information providers.
28. A method for generating a search result list in response to a search request input  
10 from a searcher through a communication network, comprising the steps of:  
receiving keywords and bidding prices from network information providers;  
selecting a successful bidder among a plurality of network information providers  
associated with the keywords according to a predetermined criterion associated with the  
bidding prices;  
15 receiving a web page title, a web page description and an image file associated  
with a web page of the successful bidder from the successful bidder;  
generating search list orders in real time substantially by combining the web  
page title, the web page description and the image file, and offering the generated search  
list orders to the successful bidder;  
20 receiving a confirmation input of the successful bidder for the generated search  
list orders;  
associating the keywords with the search list orders;  
receiving a search request from the searcher;  
identifying search list orders associated with a keyword corresponding to the  
25 search request; and  
offering the identified search list orders to the searcher by arranging the  
identified search list orders in a predetermined position of a search result web page.
29. The method as claimed in claim 28, further comprising the steps of:  
30 receiving a correction request for one or more of a web page title, a web page  
description and an image file from the successful bidder; and  
correcting the search list orders in real time substantially in response to the

correction request and offering the corrected search list orders to the successful bidder.

30. A system for generating a search result list in response to a search request input from a searcher through a communication network, comprising:

5 a tender conditions receiving unit for receiving tender conditions including keywords and search list order display methods, and bidding prices from network information providers;

a successful bid making unit for making a successful bid for the keywords based on the tender conditions and the bidding prices;

10 a storing unit including a plurality of search list orders;

a search performing unit for:

associating the plurality of the search list orders with the successfully bidden keywords and search list order display methods;

15 identifying search list orders having the keywords corresponding to the search request in response to a search request received from a searcher; and

arranging at least one portion of the search list orders according to the search list order display methods; and

a search request receiving unit for receiving a search request from a searcher via a communication network.

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31. A computer-readable recording medium in which a program for implementing a method according to any one of claims 1 to 29 in a computer is recorded.